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C. S. Pratt

Sun

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INDEXED

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: : CHOICE : :

STRAWBERRY PLANTS

GROWN AND FOR SALE

...AT...

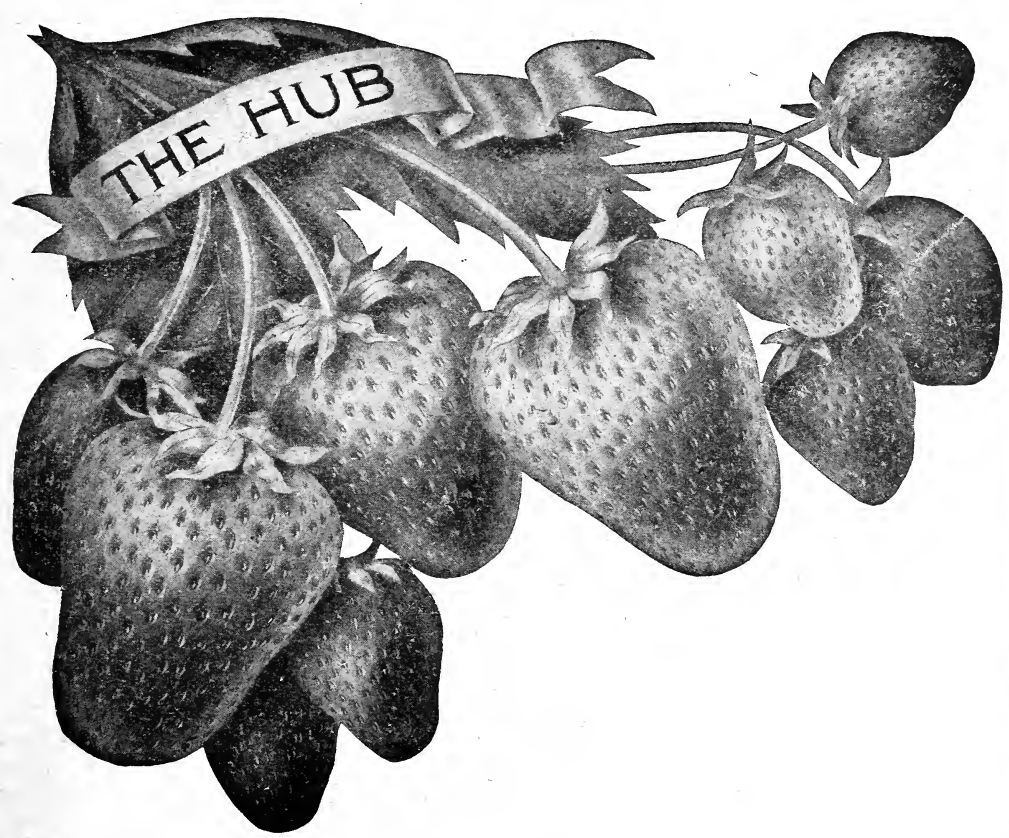
.. SUNNYSIDE FRUIT FARM ..

READING, MASS.



C. S. PRATT - - PROPRIETOR

...SPRING OF 1915...



C. S. PRATT'S NURSERY, READING, MASS.

\$100.00 in Gold Free to You

A Straight, Bonafide Offer, No Catch or Crawl-out in this Proposition

HERE IS THE OFFER !

To the party harvesting the greatest number of quarts of Strawberries during the picking season of 1916 from 2,000 plants bought of C. S. PRATT the spring of 1915 I will pay \$100.00 in gold on the 1st day of October, 1916.

RULES AND REGULATIONS FOR THE CONTEST

You can grow them any way you wish, hill culture, matted row or any old way you can set the plants on one acre or one-fourth of an acre. The price you receive for the fruit does not count, I simply want the yield in quarts. Proof, made from a sworn statement before a Notary Public or Justice of the Peace. A photograph of the patch must be taken during the picking season and must accompany your report, also giving varieties grown and mode of culture and the amount of manure or fertilizer used. I reserve the right to use these in my future catalogues.

You are not restricted to purchase only 2,000 plants. You can order as many plants as you wish, only you are to use just 2,000 in the contest.

Every person who receives a copy of this catalogue should try, and try hard, for this prize. All of you cannot win the \$100.00, of course, but you stand just as good a chance as your neighbor, and even though someone else should beat you out, you are still ahead, for the incentive this prize will give you to take the best care of your patch will make it produce many more quarts of much better berries. Remember, the berries don't belong to us. They belong to you, and so does the \$100.00—if you win it. All we ask is the proof of the number of berries harvested, and a photograph of the patch.

If you do not WIN the \$100.00, you will still be a WINNER, for you will have one of the most profitable patches you ever had.

I Will Help You Get Ahead

I HAVE helped thousands of other men to attain success, and I will do it for you. If you are plodding along in a dull rut, if you are underpaid, if you are gnashing your teeth with an unfulfilled ambition to **get ahead, to do things, to be somebody**, I can surely and absolutely show you the way out, as thousands of others will gladly testify I have done for them. Will you put your case in my hands? Will you let me help you? **I can** positively help you to bigger, better things — to be the successful man you want to be. It costs nothing to read and learn for yourself. Do it — for your own sake.

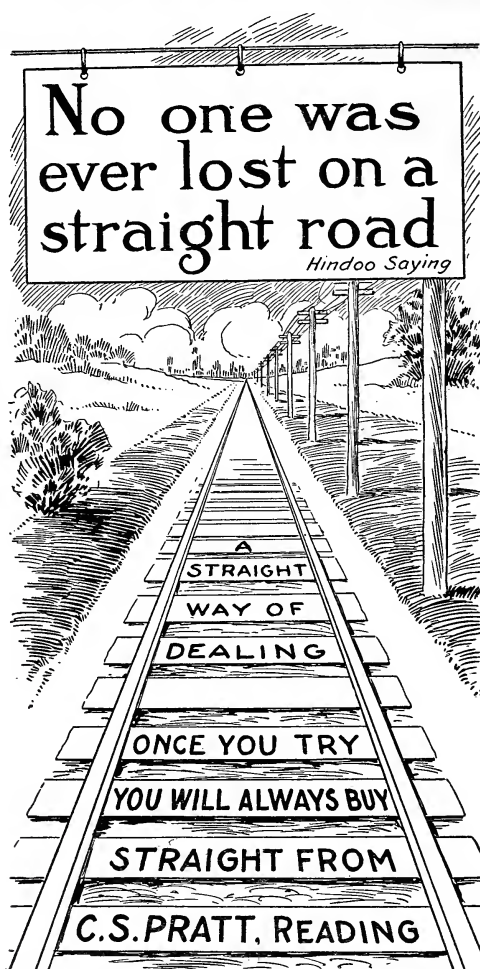
Do you know that you don't know enough to know that you don't know all you ought to know about what I am to tell you in this

CATALOGUE

You have business hopes—You are anxious to make lots of money the same as I. This Catalogue tells you what I did, and what you can do. If you go about it in earnest you can do as well.

Success comes from having a good proposition—the grasping of Opportunity when she knocks at the Door; then work, energy and sticking everlastingly at it. Andrew Carnegie started selling books. Now he's a multi-millionaire. It wasn't luck. **IT WAS PUSH—HUSTLE—INITIATIVE.** Practically all rich men were once poor—decidedly poor. But they were great on following Fortune when she smiled and beckoned. They said "Lead on; we'll follow." They had brave hearts and lots of nerve. Work on this line. Success must come, or at least you can make it come. But, to do this, you must push and pull with vim and grit, not stand back and say there is no chance. I remember reading once something like the following: A crowded street car goes by. You try to get on, and the crowd says there is no room. But you grab hold with one hand and get one foot on, and on you go. After a little the crowd gives way and you get both feet on the step. Soon you are on the platform. One after another drops off, and then you can get standing room inside. At the next stop you get a seat. This is success and the **WAY IT IS WON.**





You can
count them
on three
fingers



King Edward
GOOD

Sample
BETTER

1st Quality
BEST

Go East, go West, go where you may, you cannot find three better berries for a beginner. They are all sure croppers, and will throw out **quarts, quarts, quarts**, for the grower.

C. S. PRATT'S NURSERY, READING, MASS.

Strawberries are divided into two classes: Perfect or Staminate, and Imperfect or Pistillate. You can tell them apart by their blossoms. You must plant every fifth row with some Staminate variety.

Terms cash with order. No plants sent C. O. D.

Six plants at dozen rates, 50 at 100 rate

500 at 1000 rate

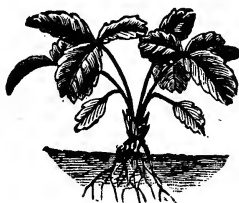


Flowers: 1 and 2 perfect; 3 pistillate flower.

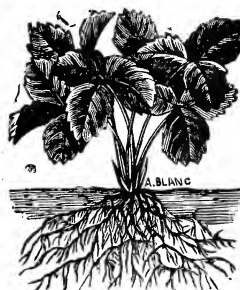
THREE WAYS OF SETTING A PLANT



PLANTED TOO DEEP



PLANTED TOO SHALLOW



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed go out over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better can't be found.



FOLLOW THE CROWD

We guarantee all plants furnished by us to be first-class, true to name, and delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

C. S. PRATT'S NURSERY, READING, MASS.

Don't buy cheap plants simply because they are cheap. If you have not got confidence in C. S. Pratt don't trade with him. He is not the only reliable plant dealer in the U. S. A. I have been selling plants true to name ever since

1870

Going to do so as long as I live, going to live as long as I can and die when I can't help it.

: : GET WHAT YOU PAY FOR : :



A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.

I Have Got the Largest Stock of Plants

I ever had in one year. I have twice as many plants in Reading as I had in 1914, and in the town of Orange, Mass., in the northwestern part of the state, my son has grown three times as many as I have; so I am confident that we have by all odds the largest stock of plants to sell this spring of anyone in New England. My plants after this will all be grown in Orange, Mass., where land is cheap. For the last twenty years I have been growing plants on land worth \$1000 per acre. I can now grow fine plants and sell them at a low price, and I am going to do it. I shall not lower the quality. I am not going to sell all the plants that are sold in the New England states, but I shall sell the lion's share.

Two Country Boys

One goes to the city to be chained down to a life job at \$18 per week with no better prospect ahead. In time marries; hires a tenement in a flat. **What a life!**

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. **He lives!**

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country and grow fruits they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant and how to go about it so that he could make an independent living.

Don't be content to grind out your life for a few dollars a week and miss all those comforts and pleasures that make life really worth the living. Make up your mind that you are going to **do something** worth the while—that you are going to order some plants from **PRATT**, start in the berry business; that will enable you to **be somebody**.



Farm the Best Place

Yet you know and I know and all of us who have grown old enough in years have seen enough to **know** that the best place in the world for a young man is on the farm. I don't deny that one chap in a thousand or one in ten thousand will make some money in a big city, much money perhaps; but it is only a small chance. While thousands of others are lost in the maelstrom, ground down by rich, hard-fisted employers. If you can and want to give your boy \$10,000 or \$20,000 to go to the city to start a business of his own, he has a chance, perhaps a fighting chance, to get rich (or otherwise lose what you gave him.) But if he wants to go to the city as a clerk or employe to climb up — as things are now-a-days — well, he'll soon learn he's building air castles.

C. S. PRATT'S NURSERY, READING, MASS.

: : YOU ARE ON LONDON BRIDGE TODAY : :

Do You remember the experience of the philosopher who offered English sovereigns for pennies on London bridge a century ago without finding a taker—how the passers by ignored the opportunity and lost the profit because they thought it too good to be true? And do you realize today that **YOU** are face to face with an offer, every whit as profitable to you, if you are quick to grasp it.

\$5,000.00 a year from ten acres with six months vacation

net income from ten acres, set with such varieties as Sample, King Edward, 1st Quality, Hub or Meteor.

I don't dig my plants, have them counted and tied up in bunches and packed away in moss and kept—nobody knows how long—and then taken to fill orders.

No! I do just the opposite. When I receive an order the plants are in the ground growing. They are dug and packed right from the ground and shipped in fine condition and will give satisfaction. A plant out of the ground is like a fish out of water: it may not be dead but it is in a dying condition.



INSURANCE AGAINST DROUGHT

It pays and pays big to irrigate. If given my choice—water and good cultivation, or manure—I would choose the former every time. Ninety per cent. of the strawberry is water. The more water you sell your customers the better they are suited. That is the difference between you and the milkman.

There are various ways of irrigation: the most popular and the largest used is the Skinner System, which costs a full \$250 per acre to install. Now, I have a system which cost me about \$50 per acre which has the Skinner system skun a mile. If you are thinking of installing a water system, before you do so come and see what I am doing. In the first place write to J. P. Campbell, Jacksonville, Fla., and get his catalogue, and then come to Reading and see what Strawberry Pratt is doing with Campbell's Sprinklers. I have no axe to grind and make nothing out of it, only I want my customers to see the cheapest and at the same time the best watering plant in the country. It is the only one of the kind in the United States—one I worked out for my own use. About two years out of five we have a six weeks' drought in the month of June. As far as I am concerned now I don't care whether it rains or shines in strawberry time.

Don't write any letters. I have no time to answer them. I make no money out of this but if you will come to my place I will gladly explain the working of my system.


7

C. S. PRATT'S NURSERY, READING, MASS.

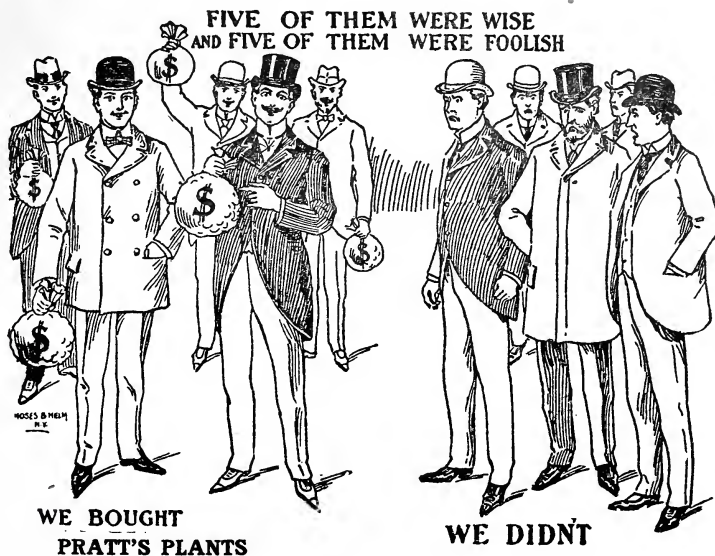
WHEN you write to Mr. Campbell, Jacksonville, Fla., tell him that you want the same kind of Sprinklers he sold C. S. PRATT. Get his CATALOGUE and then



HOW I USE THEM, AND

It's 10  to 1

THAT YOU WILL ADOPT THE SAME SYSTEM



DON'T FOR A MOMENT think that I am the only Plant Grower in the New England States who can furnish you with First Class Plants. All I have to say is that my plants are as good as can be grown and are true to name and if you order 500 plants shipped by Parcel Post you will not lose one per cent. of them if they are set out properly.

The Gibson (S)

"The Gibson commences to ripen with the Dunlap and continues well into the season of the later varieties, which is an indication of its strong vitality. The fruit stems are large and strong and the dark green foliage is ample protection for the blossoms and fruit. It is a perfect blooming variety. The fruit is large and regular in shape and continues large to the end of the season. In



color it is a rich red all over, the meat also being red. The calyx is large and green. Not a speck of rust on it."

As a shipper it hasn't a superior, being so firm that it will carry to the most distant markets in the best of condition. We have never seen a variety that makes such a sturdy growth as this one. In standing and looking over a patch set with Gibson and other varieties you can pick it out at a glance by its healthy, luxuriant foliage. The new plants are also exceptionally strong and well rooted, as you who bought some of this variety from us last season know. Taken altogether, the Gibson is an ideal variety of a size, shape and color capable of commanding the highest price in any market and of a sturdiness able to withstand the drawbacks peculiar to every section.

25 cents per dozen, 85 cents per hundred

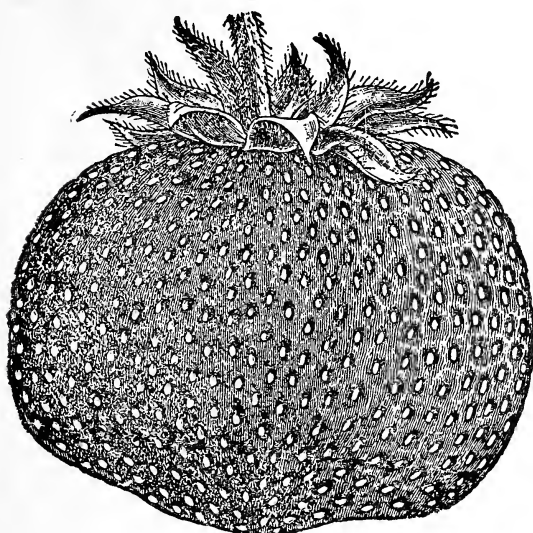
\$2.30 per five hundred via Parcel Post, delivered at your P. O. \$4.00 per thousand via express

C. S. PRATT'S NURSERY, READING, MASS.

THE RYCKMAN STRAWBERRY

15 Strawberries to the Quart. \$500 from Half an Acre

That is the record of the RYCKMAN STRAWBERRY under ordinary farm culture.



RYCKMAN

The Ryckman strawberry is not a novelty or experiment, but has been extensively grown for several years, and wherever it is known there is a large and rapidly increasing demand for both the berries and plants.

It bears a tremendous crop of the very largest-sized berries, and is probably the sweetest and best flavored variety grown. In growth it is extremely vigorous, even on poor soils, and it is noted for bearing heavy crops continuously on the same ground for several years. It is perfect flowering and medium early. Farmers everywhere will find little difficulty in marketing at a good big price the berries from an acre or more of Ryckman, for there is an unlimited demand for very large sweet strawberries. Although it is such a heavy bearer, the Ryckman produces its entire crop in a few days, thus requiring but little time to harvest and sell the berries. Few, if any, farm crops will net the farmer as much money as an acre or more of Ryckman strawberries.

25 cents per dozen, \$1.00 per hundred

\$3.30 per five hundred via Parcel Post. \$6.00 per thousand via express



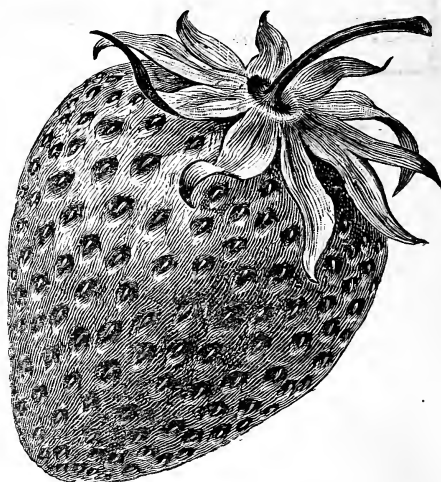
REMEMBER

All Strawberry Plants by the dozen, hundred or five hundred lots are to be forwarded via Parcel Post. You can have two and **ONLY TWO VARIETIES** in making out your orders for five hundred and one thousand rates.

U. S. King Edward

(S) It is the rich man's berry, poor man's berry, lazy man's berry and the marketman's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time. It is not one of those large, coarse, over-large berries, but of uniform size throughout the season. Indeed, every berry looks as if they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great. A berry marketmen like to handle.

The plant is a strong staminate variety and is just loaded with fruit. **Quarts, quarts, quarts**, as thick as cultivated cranberries. **It is a mortgage lifter!** Unfortunately, there are two strawberries by the name of King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the **best**.



I have a small stock of this variety. Get your order in early if you wish to have it.

25 cents per dozen, 85 cents per hundred

\$2.80 per five hundred via Parcel Post. \$5.00 per thousand via express

Sample



SUNNYSIDE NURSERY

quarts, quarts. This and the U. S. King Edward are two safe berries for a beginner to plant.

You set five rows of Sample and then one row with either 1st Quality or King Edward and you are sure of getting a crop and a large crop as anything you can set. I have grown these berries for fourteen years and I never knew of any grower making a failure. They are safe berries to set.

25 cents per dozen, 85 cents per hundred

\$2.50 per five hundred via Parcel Post. \$4.50 per thousand via express

(P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every-one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry and you are sure of getting plants true to name. It never fruited as well with me as it did last season. There was not a berry on my place that stood the drought as well as this. It just threw out the berries. **Quarts,**

C. S. PRATT'S NURSERY, READING, MASS.

STRAWBERRY

For years the originator grew it simply for his own trade which he simply could hold in spite of all other growers. He could always get a fancy price for his fruit even when the markets were just glutted with strawberries. A strong staminate or perfect flower, fine shade and one of the handsomest berries grown. This and the Meteor, set two rows of each, will just throw out the crops of the finest of fancy fruit, so when you return from market your pocketbook will be stuffed as full as a stuffed goose.

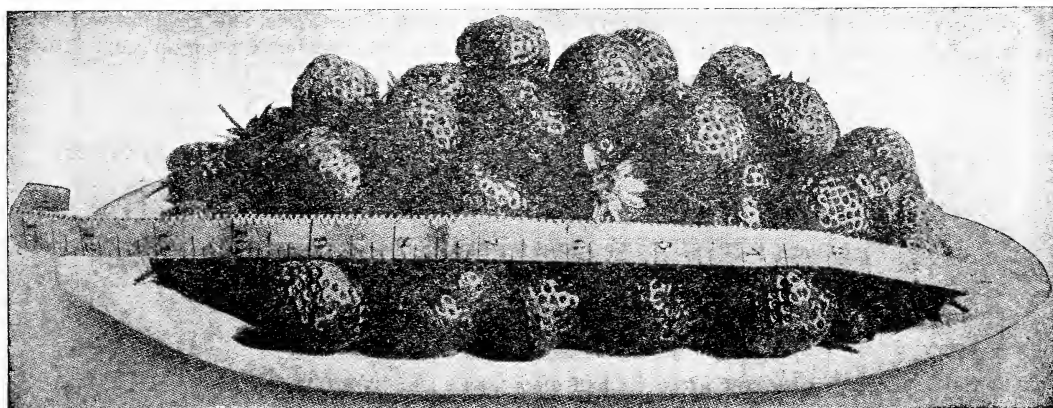
25 cents per dozen, 85 cents per hundred

\$2.30 per five hundred via Parcel Post, delivered at your Post Office

\$4.00 per thousand via express, not paid

Robbins' Prolific (S) This berry was introduced last season by myself. It originated in the state of Maine by Geo. M. Robbins. I have not fruited it in Reading yet. Will this season. The plants are very firm, strong, vigorous. Mr. Robbins has fruited it alongside of the Abington and Sample, and it outyielded them by 24 per cent. I wish every customer of mine would test it out. My price is very, very low for a new berry.

25 cents per dozen, \$1.00 per hundred, \$3.30 per five hundred, via Parcel Post
\$6.00 per thousand via express

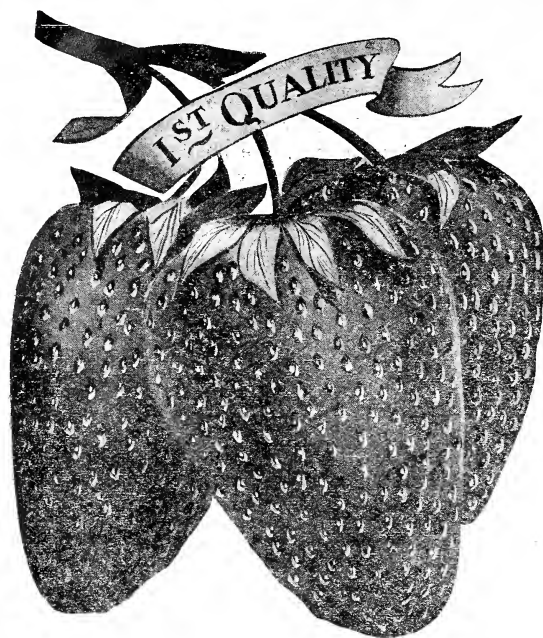


SUPERB—Perfect Blossom

This is the largest and best ever bearing strawberry now on the market. There never was a strawberry that is having the boom this one has. It is not only a fall-bearing strawberry but is equal to the best June strawberry to produce a crop of fruit at that time also. Plants set in April or May will bear the following August and continue to fruit until the ground freezes. The following spring and fall will give two crops more, making three crops in two years. Common June strawberry only one crop in two years.

25 cents per dozen, \$1.00 per hundred, \$4.00 per five hundred, delivered free by Parcel Post

1st Quality Strawberry



(S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheelhar-

row three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking strawberry bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang up crop. Now a variety that will do that is worth growing.

25 cents per dozen, 85 cents per hundred

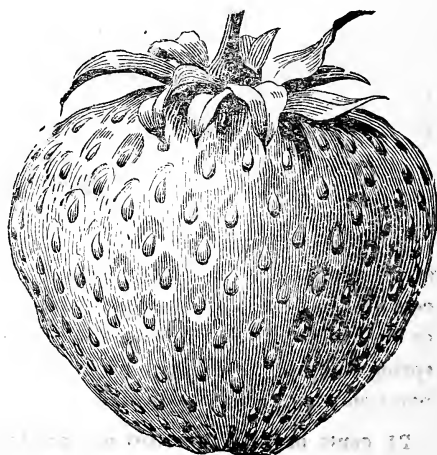
\$2.80 per five hundred, delivered free, via Parcel Post. \$5.00 per thousand by express

Warren

(S) This I honestly believe is by all odds the finest berry S. H. Warren ever grew. It was put on to the market last season after he had died the winter before. No one but himself would have had the handling of it if he could have lived. He had been in the berry business fifty-eight years. I was very fortunate a year ago to get some plants directly from the grounds of Mr. Warren. I have only a small stock.

25 cents per dozen, \$1.50 per hundred

\$5.00 per five hundred via Parcel Post



C. S. PRATT'S NURSERY, READING, MASS.

Marshall (S) One of the richest flavored. It is a strictly fancy berry but not very productive. Its large size and fine quality and appearance, however, will go a long way to make up this deficiency. It is a berry that finds a ready market at top prices. I have a fine stock of most excellent plants.

25 cents per dozen, \$1.00 per hundred

\$2.30 per five hundred, via Parcel Post. \$4.00 per thousand via express

Frances E. Willard (P) The berries are about the shape and size of eggs, a beautiful glossy red color, fine quality. This plant is large and healthy.

35 cents per dozen, \$1.25 per hundred, \$5.00 per five hundred via Parcel Post

Mixed Plants \$4.00 per Thousand

These plants will be taken up where two varieties come together and are fine for any to set for fruit. You stand a chance of getting some of my newest and highest-priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.

COMMONWEALTH OF MASSACHUSETTS—STATE BOARD OF AGRICULTURE

Official Certificate No. 142

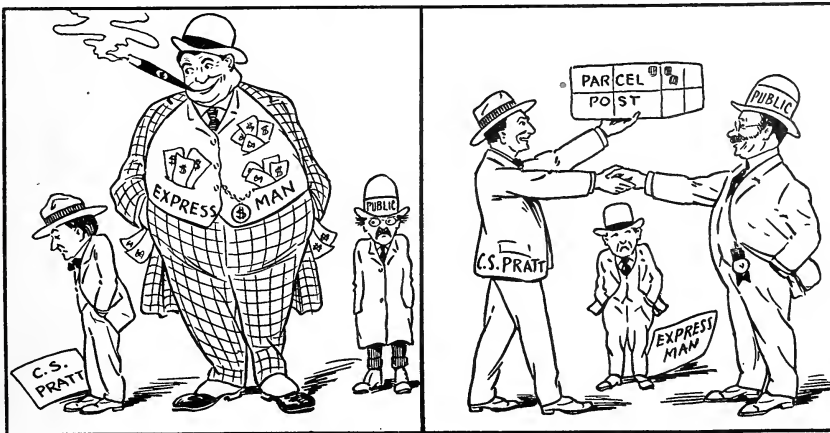
BOSTON, OCT. 20, 1914

TO WHOM IT MAY CONCERN :—THIS IS TO CERTIFY that I have this eighth day of September completed the inspection of the nursery stock of C. S. Pratt, grown at Reading and North Orange, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden. This certificate is good until July 1, 1915.

Inspected by M. T. SMULYAN AND F. L. THOMAS.

(Signed) H. T. FERNALD, Inspector.

HE LAUGHS BEST WHO LAUGHS LAST!



AS IT WAS

AS IT IS NOW

I have been working hard with lots of others all over the country to have Congress adopt the Parcel Post, but it was uphill work. The express companies of the country had the inside track. Where are they today? (Echo says—"Where?") Do you know what is going to happen this spring? I shall ship nine-tenths of all the orders I receive by Uncle Sam and the plants will be delivered promptly right at YOUR DOOR. No express to be paid. Not one plant in a hundred will fail to grow if set properly. Just think—it will cost you only 30 cents to receive 500 plants packed in a basket and delivered in fine condition. The express on the same package would be 35 cents to \$1.35, and then they might lay in the express office several days.

—GOOD BYE TO THE EXPRESSMAN

C. S. PRATT'S NURSERY, READING, MASS.



THIS FELLOW BOUGHT HIS PLANTS OF PRATT

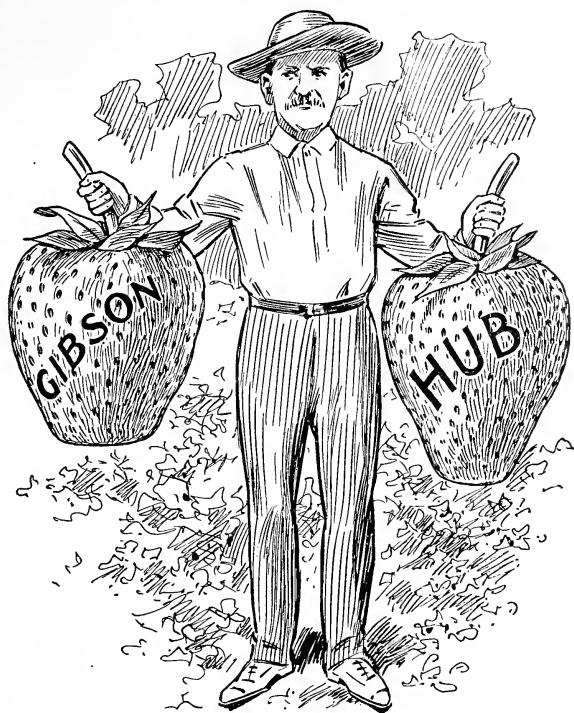


THIS WAS THE CROP HE HARVESTED

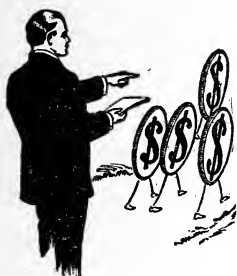


THIS FELLOW GETS HIS PLANTS DOWN IN N. J.

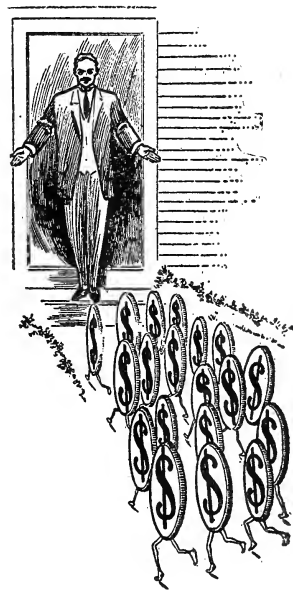
C. S. PRATT'S NURSERY, READING, MASS.



DO NOT FAIL TO SET SOME OF THESE TWO BERRIES



\$4 Rolled Away in 1915



\$\$\$ WILL RETURN IN 1916

C. S. PRATT'S NURSERY, READING, MASS.

The Royal Purple Raspberry

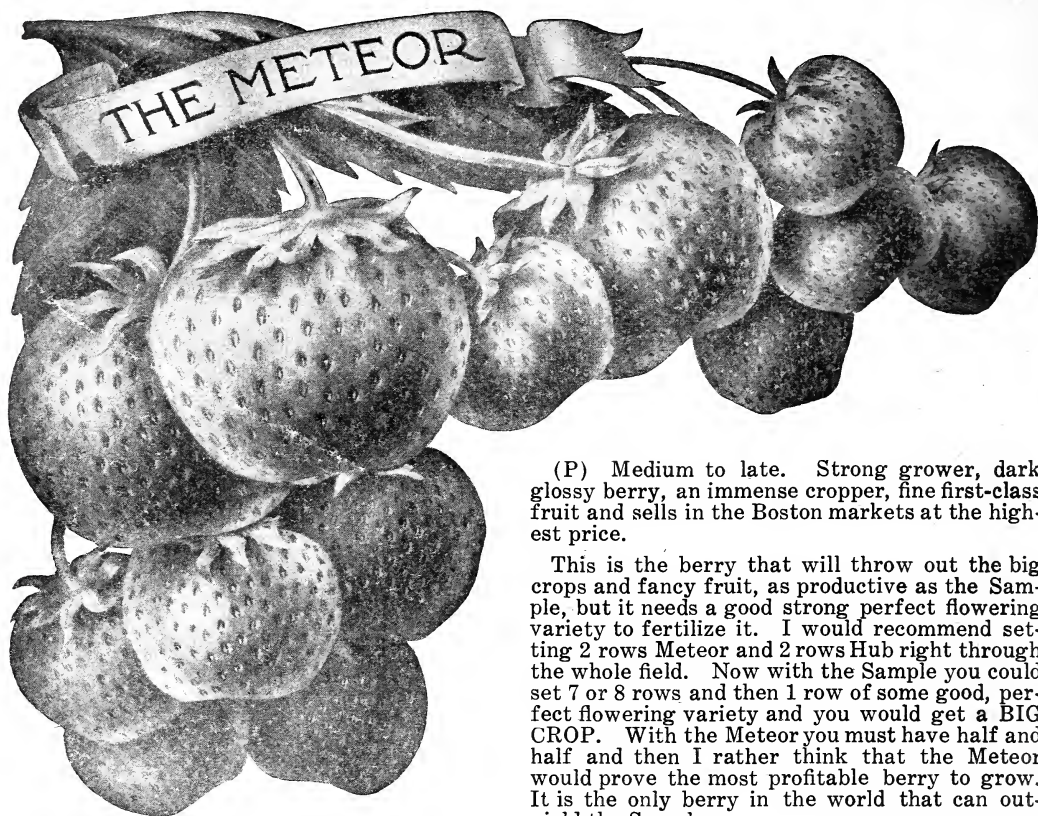
Purple raspberries are more vigorous and productive than either reds or blacks and will succeed when reds and blacks fail. For this reason they are recommended for the average planter. There is more money in growing Columbians and Schaffers at 8 cents per basket than Cuthberts at 25 cents. The Royal Purple is the greatest advance yet made in Purple Raspberries.



A new Purple Raspberry which we believe will be a great seller
when thoroughly known

The Royal Purple is dry, hard and firm, does not crumble and can be picked before fully ripened, as it comes off the stem easily. Being easy to pick the tendency is to gather them before fully ripe, and they do not have that sickly, dull ashen color that purple raspberries usually have. One great point in favor of the Royal Purple is its lateness. The plants are strong, sturdy growers, nearly thornless, and when ripened in the fall and winter are of a beautiful dark red color. The original bush has stood in a stiff blue grass sod and borne fruit for thirteen successive seasons without fail. It is the hardest purple raspberry the writer has ever seen, having withstood 35 degrees below zero without injury.

Price \$1.00 per dozen, \$3.00 per 100 by Parcel Post



(P) Medium to late. Strong grower, dark glossy berry, an immense cropper, fine first-class fruit and sells in the Boston markets at the highest price.

This is the berry that will throw out the big crops and fancy fruit, as productive as the Sample, but it needs a good strong perfect flowering variety to fertilize it. I would recommend setting 2 rows Meteor and 2 rows Hub right through the whole field. Now with the Sample you could set 7 or 8 rows and then 1 row of some good, perfect flowering variety and you would get a BIG CROP. With the Meteor you must have half and half and then I rather think that the Meteor would prove the most profitable berry to grow. It is the only berry in the world that can out-yield the Sample.

Price of Plants 25 cents per dozen, 85 cents per 100, \$2.30 per 500 by Parcel Post, PREPAID, and \$4.00 per 1,000 delivered to the Express Co. in Reading, Mass., or Athol, Mass.



MAILING AN ORDER